

EXHIBIT 10

To the Mao Declaration ISO
Plaintiffs' Administrative
Motion re: Google's Production
of Documents Improperly
Withheld as Privileged

REDACTED DOCUMENT
SOUGHT TO BE SEALED

Privileged and confidential

Alex's Consent Conclusions

anicolao@, January 2019

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UXR Questions — that look already answered!

1. Do users really understand what they're consenting to when they consent to share browsing history or other behaviour data?

1. If they do, do they later remember and agree that they gave consent, or are they doing it just to get through a particular hurdle (phone setup, get to an article, etc.)?

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References

[10 Things We Know about how People Experience Consent](#)

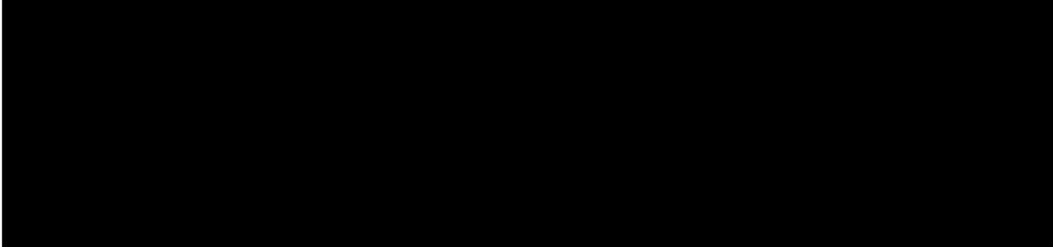
<http://go/pinecone>

[REDACTED] [Consent Research](#) and [Round 2](#) and [2.5](#) and [3](#) and [4](#) and [5](#)

[Summary Deck](#)

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Alex's Conclusions

1. Do users really understand what they're consenting to when they consent to share browsing history or other behaviour data?
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Alex's Conclusions II

1. If they do, do they later remember and agree that they gave consent, or are they doing it just to get through a particular hurdle (phone setup, get to an article, etc.)?
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